



**Connecticut
Vineyard &
Winery
Association**

**Testimony of Jamie Jones
President CT Vineyard and Winery Association
In Opposition to 5495 An Act Concerning Fair Advertising for CT Vineyards**

Senator Meyer, Representative Roy and members of the Environment Committee my name is Jamie Jones and I am the owner of P. Jamison Jones Winery in Shelton Connecticut. I am here today in my capacity as the President of the CT Vineyard and Winery Association (CVWA). We are an Association of approximately 15 vineyards around the State. We provide members with advertising through our website and legislative representation at the State Capitol as well as brochures and other services. I am here today to comment on HB 5496 An Act Concerning Fair Advertising for CT Vineyards.

Back before I even entertained the idea of opening a winery, the CT Vineyard and Winery Association worked with State officials to develop a CT Wine Trail. The State, through DOT, agreed to place Wine Trail signs on certain roads to help advertise our vineyards if the sign was paid for by the vineyard owner. This benefit was offered only to CVWA members because we had worked with the State to establish the trail. DOT seeks confirmation from the CVWA that new wineries are indeed members of the Association and therefore eligible for signage. Currently there is another sign, Vineyard and Tour, for other vineyard owners that are not members of CVWA. Due to this, we feel that CT Wine Trail Signs should remain as part of the CVWA.

We agree that there are inconsistencies in the program and we are happy to work with State officials to try and fix those. Another more accurate sign could be designed to reflect a winery that does not give a tour or one that is strictly a vineyard. Although we are happy to engage in this process to ensure that all wineries, members and non members of the CVWA, receive fair advertising, we feel that the CT Wine Trail is owned by the CVWA and should remain that way.

Thank you for your consideration of my testimony.